daily

# ETSY SHOP

# PLANNER

EXPLODE YOUR BUSINESS RESULTS

Etsy Shop

# PLANNER

SELF MADE

# DAILY
# ETSY SHOP
# PLANNER

EXPLODE YOUR BUSINESS RESULTS

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# THIS PLANNER BELONGS TO

OPPORTUNITIES DON'T HAPPEN.
YOU CREATE THEM.

**CHRIS GROSSER**

# THE BASICS

# shop VALUES

ETSY SHOP NAME: TAGLINE:

## MISSION STATEMENT

## UNIQUE SELLING PROPOSITION

## MY STRENGTHS

## CORE VALUES

1.
2.
3.
4.
5.

# target CUSTOMER

CUSTOMER'S NAME: CUSTOMER'S AGE:

CUSTOMER'S LOCATION: CUSTOMER'S VOCATION:

CUSTOMER'S FAMILY STATUS: CUSTOMER'S PERSONALITY:

## CUSTOMER'S PROBLEM

## MY SOLUTION TO THE PROBLEM

## WHERE TO FIND CUSTOMER ONLINE

## CUSTOMER'S CORE VALUES

1.
2.
3.
4.
5.

# shop BUILDER

SHOP PHOTO

SHOP TITLE:

## CATEGORIES + SECTIONS

| | |
|---|---|
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## BRAINSTORM UPDATES

## ABOUT

## SHOP MEMBERS

# shop BRANDING

## GENERAL AESTHETIC

KEYWORDS:

SKETCHES + DOODLES

## COLOR PALETTE

HEX: _____ HEX: _____ HEX: _____ HEX: _____

## TYPOGRAPHY

I FIND THE HARDER I WORK, THE MORE LUCK I SEEM TO HAVE.

**THOMAS JEFFERSON**

# BIZ GOALS

# DETERMINE YOUR GOALS

## BRAINSTORM IDEAS

1 First, think and write down as many ideas that you have that you would like to see your business accomplish (to sell 1 million products, to make a profit, to give back to the community). Anything that you can think of, both big and small. Remember, these are LONG-TERM goals that you want to complete in a year.

Then, circle 5 of your favorite ideas as possible goals. You'll want to circle the first five that grab your attention.

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2 List below all the things you want to BE, DO and HAVE in the next 1-5 years.

# annual GOALS

## TURNING IDEAS INTO GOALS

| Write the top 5 things you would like to work towards (from the list previously made) | What would achieving this goal do for you? | How exciting is this goal? Score it out of 10 |
|---|---|---|
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# annual GOALS

| GOAL | TACTICAL STEPS (HOW) | DUE DATE | STATUS |
|---|---|---|---|
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NOTES:

# annual GOALS

## OVERVIEW

YOUR COMPANY NAME/LOGO

---

## MY GOALS ARE:

1. BY:
2. BY:
3. BY:
4. BY:
5. BY:

| THE BENEFITS OF MY GOALS ARE | KEY ACTION STEPS |
|---|---|
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| 5. | 5. |

# monthly GOALS

## YEARLY OVERVIEW

Split all of the tactical steps that you listed previously (See Annual Goals Overview) that are needed in order to achieve your goals into months according to the deadline you set.

| JAN | FEB | MAR | APR | MAY | JUN |
|---|---|---|---|---|---|
| | | | | | |
| **JUL** | **AUG** | **SEP** | **OCT** | **NOV** | **DEC** |
| | | | | | |

# monthly GOALS

## MONTH OF:

| GOAL | TACTICAL STEPS (HOW) | DUE DATE | STATUS |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
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| INCOME | | |
|---|---|---|
| NET INCOME | # OF ORDERS | # OF VIEWS |
| | | |

| WEBSITE | | | |
|---|---|---|---|
| EMAIL SUBS | UNIQUE PAGE VIEWS | UNIQUE VISITORS | GOOGLE VISITORS |
| | | | |

| SOCIAL MEDIA | | | | |
|---|---|---|---|---|
| FB | TWIT | INSTA | PIN | YT |
| | | | | |

# monthly TRACKER

MONTH OF:

## BEST SELLING ITEMS

1.
2.
3.
4.
5.

## MOST VIEWED ITEMS

1.
2.
3.
4.
5.

## TOP KEYWORDS

1.
2.
3.
4.
5.

## TRAFFIC SOURCES

1.
2.
3.
4.
5.

# monthly OVERVIEW

MONTH OF: _____

## NET REVENUE

| | |
|---|---|
| INCOME | |
| OUTCOME | |
| BALANCE | |

| ORDER | | REVENUE | |
|---|---|---|---|
| LAST MONTH | | LAST MONTH | |
| GOAL | | GOAL | |
| STATUS | | STATUS | |
| **SUBSCRIBERS** | | **PAGE VIEWS** | |
| LAST MONTH | | LAST MONTH | |
| GOAL | | GOAL | |
| STATUS | | STATUS | |

# weekly PLAN

DATES: _____ - _____

## GOALS

| GOAL | TACTICAL STEPS | DUE DATE | STATUS |
|---|---|---|---|
| | | | |
| | | | |

## TASKS

| MON | TUE | WED | THUR | FRI | THE WEEKEND |
|---|---|---|---|---|---|
| | | | | | |

# daily PLAN

DATE: _____

## SCHEDULE

5
6
7
8
9
10
11
12
1
2
3
4
5
6
7
8
9
10
11
12

## OBJECTIVES

1. ☐
2. ☐
3. ☐

## TASKS

☐
☐
☐
☐
☐
☐
☐
☐

WORKOUT ☐

WATER 💧💧💧💧💧💧💧💧

## NOTES FOR TOMORROW

SUCCESSFUL PEOPLE DO WHAT UNSUCCESSFUL PEOPLE ARE NOT WILLING TO DO. DON'T WISH IT WERE EASIER, WISH YOU WERE BETTER.

**JIM ROHN**

# INFO & CONTACTS

# CLIENT

NAME _____ COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ WORK PHONE _____

NATURE OF BUSINESS _____

_____

_____

CALL DAYS M T W T F S S DELIVERY DAYS M T W T F S S

DELIVERY INFORMATION _____

_____

_____

REFERRED SOURCE _____

| IMPORTANT NAMES | POSITION | CONTACT INFO |
| --- | --- | --- |
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IMPORTANT NOTES

_____

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# suppliers LIST

| COMPANY | CONTACT NAME | PHONE | EMAIL | ITEM SOLD |
|---|---|---|---|---|
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# other CONTACTS

| COMPANY | CONTACT NAME | PHONE | EMAIL |
|---|---|---|---|
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STOP CHASING THE MONEY AND START CHASING THE PASSION.

**TONY HSIEH**

# LISTS, LOGS, & KEY DATES

# time LOG

WAGE: $ _____

| ACTIVITY | START TIME | END TIME | TIME SPENT | DID YOU PLAN TO DO THIS NOW? |
|---|---|---|---|---|
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# to-do LIST

| PRIORITY | DUE DATE | WHAT | IN PROGRESS | DONE |
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# stop LIST

| STOP DOING | WHY? | TIME SAVINGS |
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# KEY DATES

## JANUARY

## FEBRUARY

## MARCH

## APRIL

## MAY

## JUNE

# KEY DATES

## JULY

## AUGUST

## SEPTEMBER

## OCTOBER

## NOVEMBER

## DECEMBER

# amma rose designs

YOU CAN NEVER HAVE TOO MANY RESOURCES FOR YOUR BUSINESS. I KNOW YOU'RE LOOKING FOR THE NEXT BEST THING, AND WE HAVE IT FOR YOU!

## SOCIAL MEDIA PLANNER

## BLOGGING PLANNER

## MARKETING PLANNER

AMMA ROSE DESIGNS

XOXO

MEET Kayla

## Meet Kayla, your Online Sales & Marketing Director!

In August 2018, she discovered her love for creating planners, templates, and spreadsheets in order to streamline everything in her previous blog and Etsy shop.

By September, she had created a brand and business around teaching other creative business owners to start, manage, and grow their online shops and blogs.

Currently, she has sold hundreds of her planners, guides, and templates while also teaching thousands of people how to follow in her footsteps.

One of her most valuable resources for her students has been the Ultimate Business Planner.